

## Sustainable Tourism Highlights

### Applications Closure for the Travel for LIFE Case Study Competition



Ministry of Tourism has successfully completed the application phase of the Travel for LIFE Case Study Competition – 'Tourism for Tomorrow' on February 15th, 2024. The competition aims to compile, analyze and showcase innovative and impactful initiatives in India that contribute to sustainable development through tourism related activities and address challenges identified under the key priority areas of the Good Roadmap for Tourism. The competition received an overwhelming response from all over the nation, with Uttarakhand leading as the highest contributor with 70 case studies. National level evaluation is underway.

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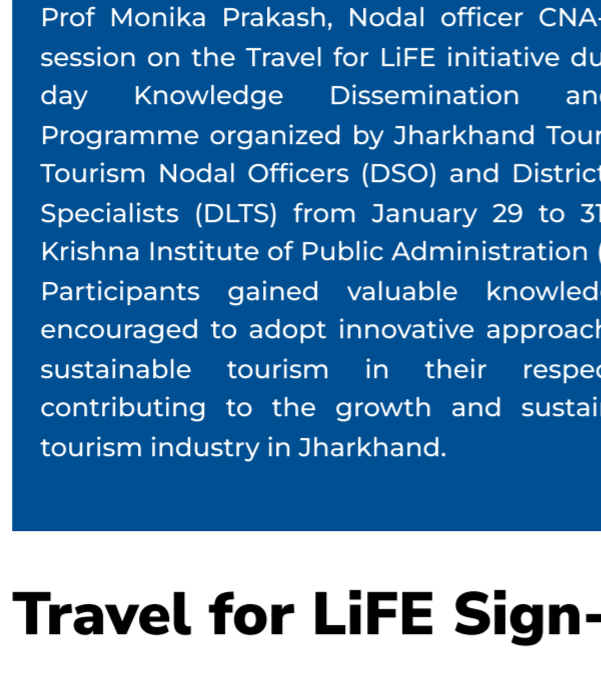
### G20 Brazil

Ministry of Tourism, Government of India participated in the 1st Working Tourism Group (WTC) Meeting of 2024 under the Brazilian G20 Presidency on 28-29 February organized by virtual conference. In 2024, the Brazilian Presidency of the G20 will continue the mandate of the G20 Tourism Working Group, in accordance with the approved terms of reference, as well as advance the agenda agreed between ministers in previous presidencies. All work will be carried out in line with the priorities and guidelines of Brazil's presidency of the G20, under the motto "Building a Just World and a Sustainable Planet".



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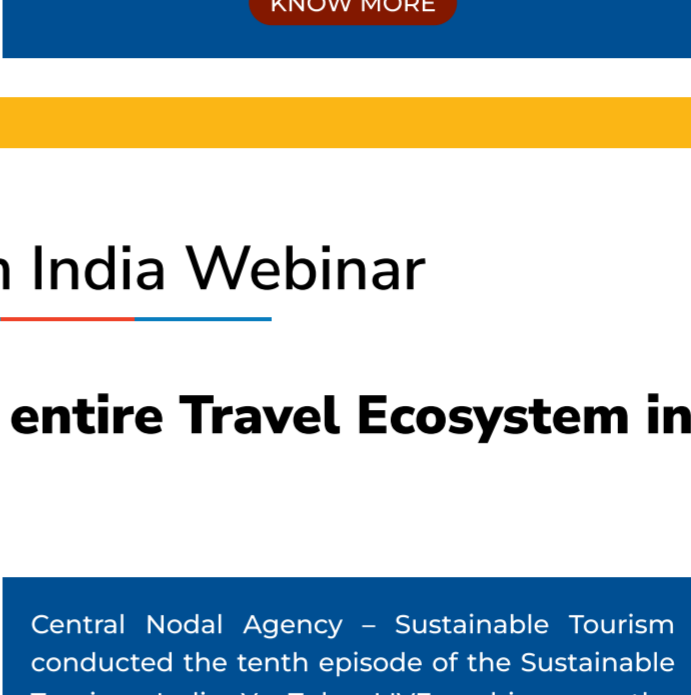
### Maharashtra Tourism organized a Regional Conclave to promote sustainable tourism in the state



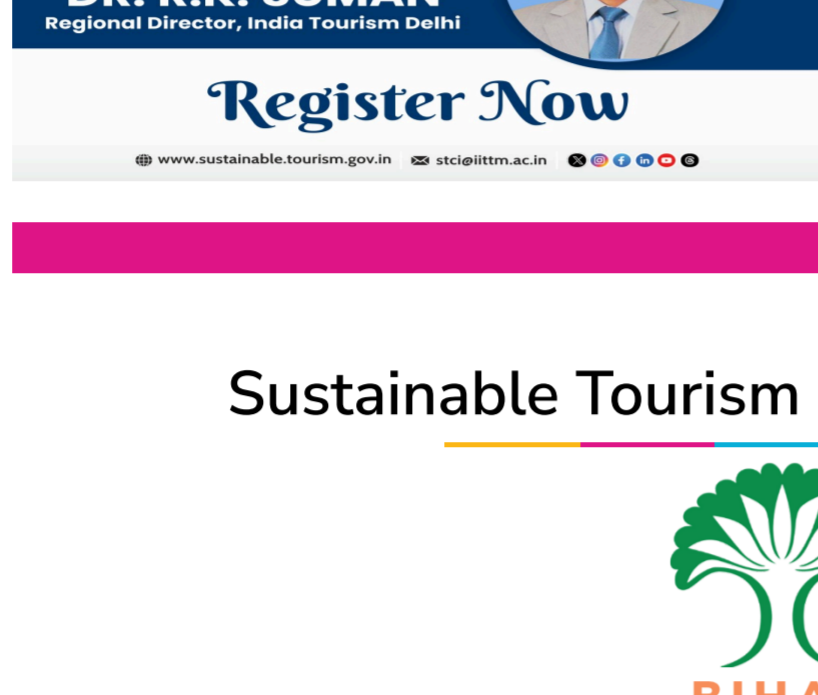
On February 7, 2024, Maharashtra Tourism organized a Regional Conclave aimed at promoting sustainable tourism within the state. Shri Girish Mahajan, the Hon'ble Tourism Minister of Maharashtra, Mrs Jayshree Bhuj (Secretary Tourism, Maharashtra), Dr B.N. Bhat (Director Tourism, Maharashtra) shared their views on the importance of sustainable tourism within Maharashtra's tourism sector. Professor Monika Prakash, Nodal Officer of CNA-ST, facilitated a panel discussion on the topic "How to create a sustainable tourism ecosystem for Maharashtra". The conclave served as a platform for stakeholders to deliberate on strategies and initiatives to foster sustainable tourism practices, ensuring the preservation of natural resources and cultural heritage while promoting economic development.

### Travel for LIFE workshop for the District Tourism Nodal Officer (DSO) & District Level Tourism Specialist (DLTS) of Jharkhand State

Prof Monika Prakash, Nodal officer CNA-ST delivered a session on the Travel for LIFE initiative during the three-day Knowledge Dissemination and Awareness Programme organized by Jharkhand Tourism for District Tourism Nodal Officers (DSO) and District Level Tourism Specialists (DLTS) from January 29 to 31, 2024, at Shri Krishna Institute of Public Administration (SKIPA), Ranchi. Participants gained valuable knowledge and were encouraged to adopt innovative approaches to promote sustainable tourism in their respective districts, contributing to the growth and sustainability of the tourism industry in Jharkhand.



### Travel for LIFE Sign-Ups



The 'Travel for LIFE Sign-Up is aimed at encouraging tourism businesses, destinations, attractions and other tourism eco-players to adopt and commit to sustainable tourism practices. To date, 747 tourism stakeholders from all over the nation have taken up Travel for LIFE Signed Up, with Maharashtra leading with 64 sign-ups. Click the link below to 'Sign Up for Travel for LIFE'.

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## Sustainable Tourism India Webinar

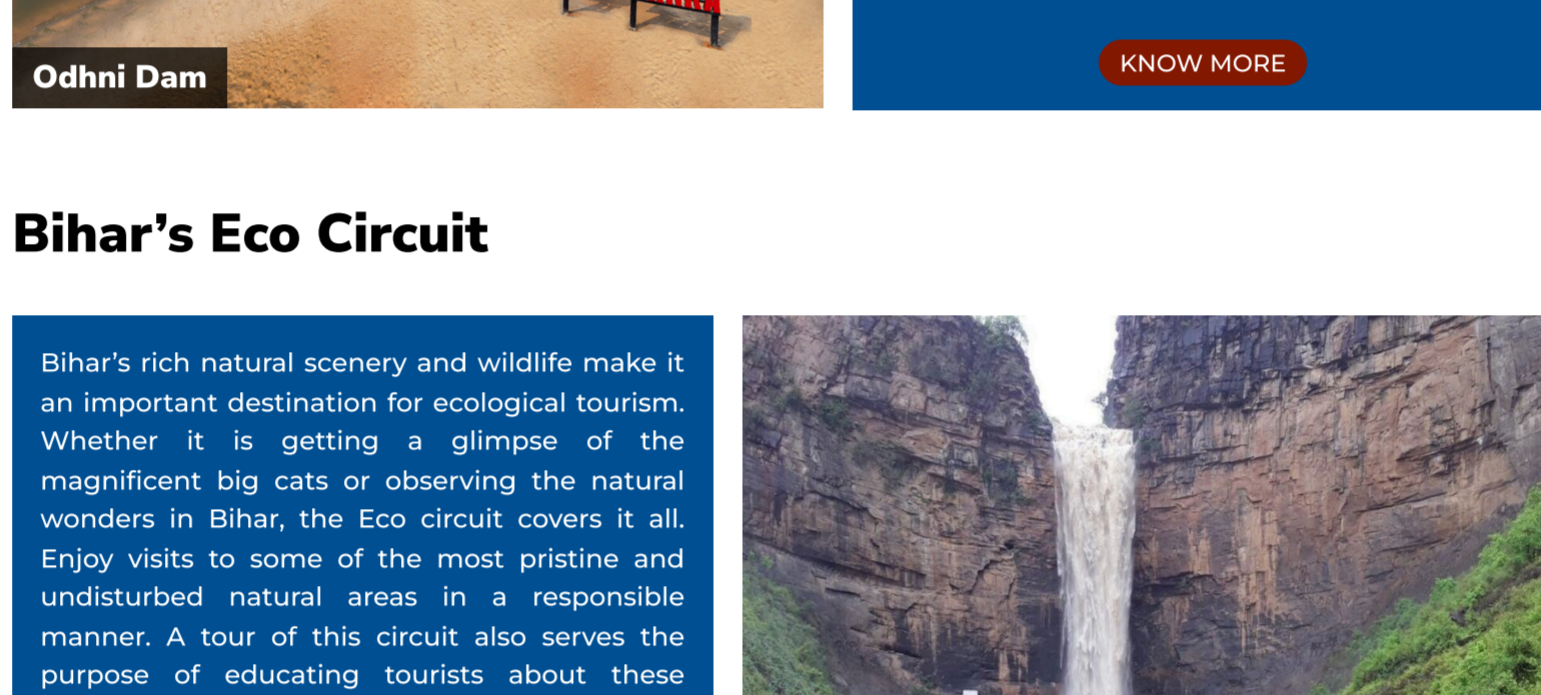
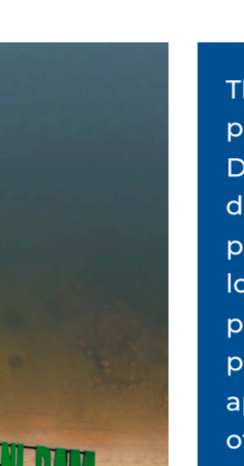
### Travel for LIFE : Galvanizing the entire Travel Ecosystem in the North Region



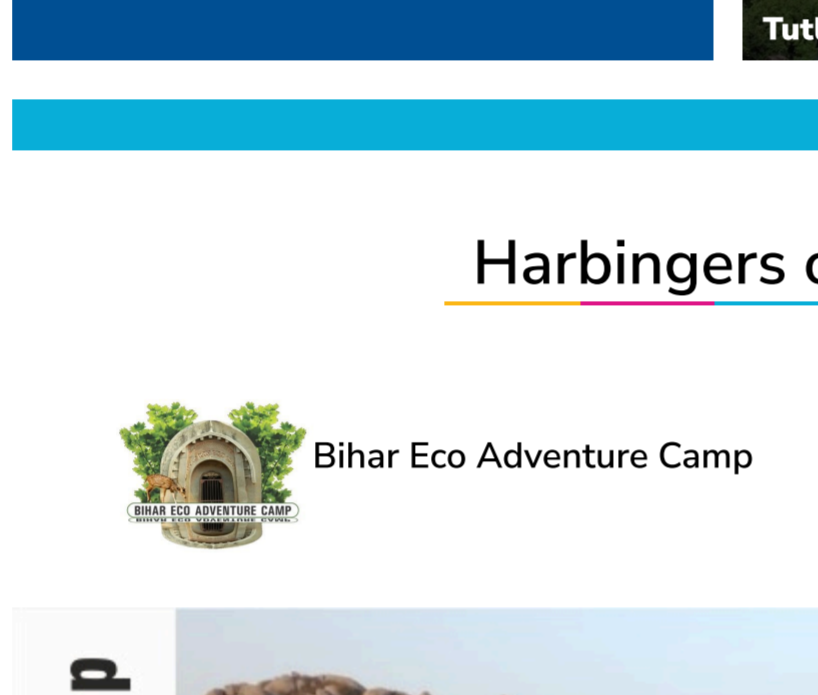
Central Nodal Agency – Sustainable Tourism conducted the tenth episode of the Sustainable Tourism India YouTube LIVE webinar on the topic "Travel for LIFE: Galvanizing the entire Travel Ecosystem in the North Region". The webinar discussed 'Sign up' and 'Certification' for tourism stakeholders in developing a sustainable and responsible tourism value chain. Dr. R.K. Suman, Regional Director, India Tourism Delhi, was the special guest providing adequate knowledge and benefits about the Travel for LIFE Sign Up and Certification.

[CLICK HERE TO WATCH FULL VIDEO](#)

## Sustainable Tourism Initiatives of Bihar



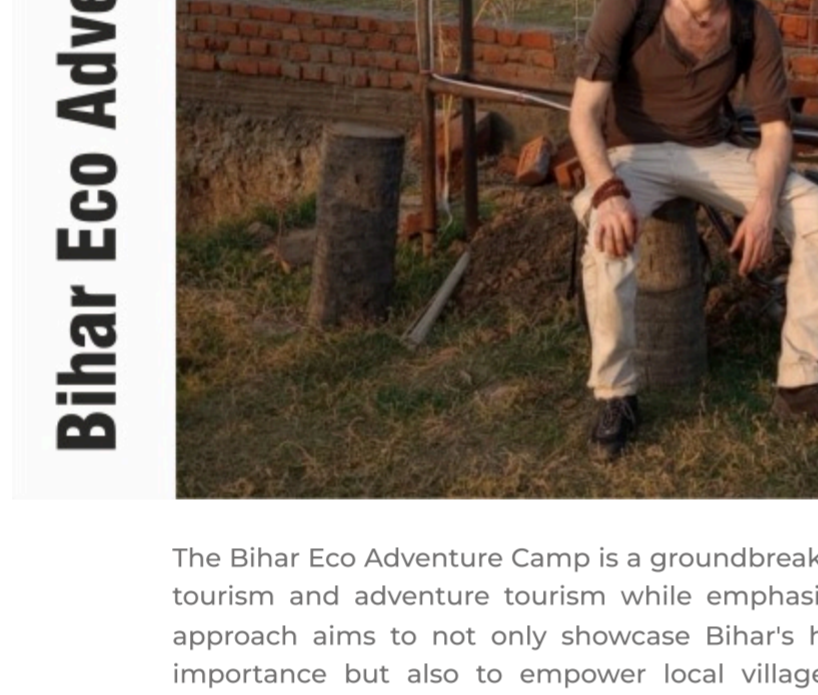
Chora Katora Lake  
Bihar | Source : tourism.bihar.gov.in



**Bihar, The Land of Monasteries**  
Bihar, located in eastern India, is a treasure trove of ancient wonders, vibrant cultures, and spiritual destinations. With a rich history dating back centuries, it offers a diverse range of experiences for travellers—from exploring archaeological sites to embarking on spiritual pilgrimages. Join us as we delve into Bihar's cultural heritage and uncover its hidden gems.

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### The Tourism Master Plan of Bihar



The Tourism Master Plan for Bihar has been prepared as per the guidelines suggested by the Department of Tourism, Government of India by developing sustainable tourism giving year-wise phasing of investment indicating short term and long-term plans for implementation of identified potential development schemes/ project/products. The sustainable development approach implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society.

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### Bihar's Eco Circuit

Bihar's rich natural scenery and wildlife make it an important destination for ecological tourism. Whether it is getting a glimpse of the magnificent big cats or observing the natural wonders in Bihar, the Eco circuit covers it all. Enjoy visits to some of the most pristine and undisturbed natural areas in a responsible manner. A tour of this circuit also serves the purpose of educating tourists about these ecologically fragile areas, the local people, and the conservation efforts.



Tutia Bhawani Waterfall

## Harbingers of Change



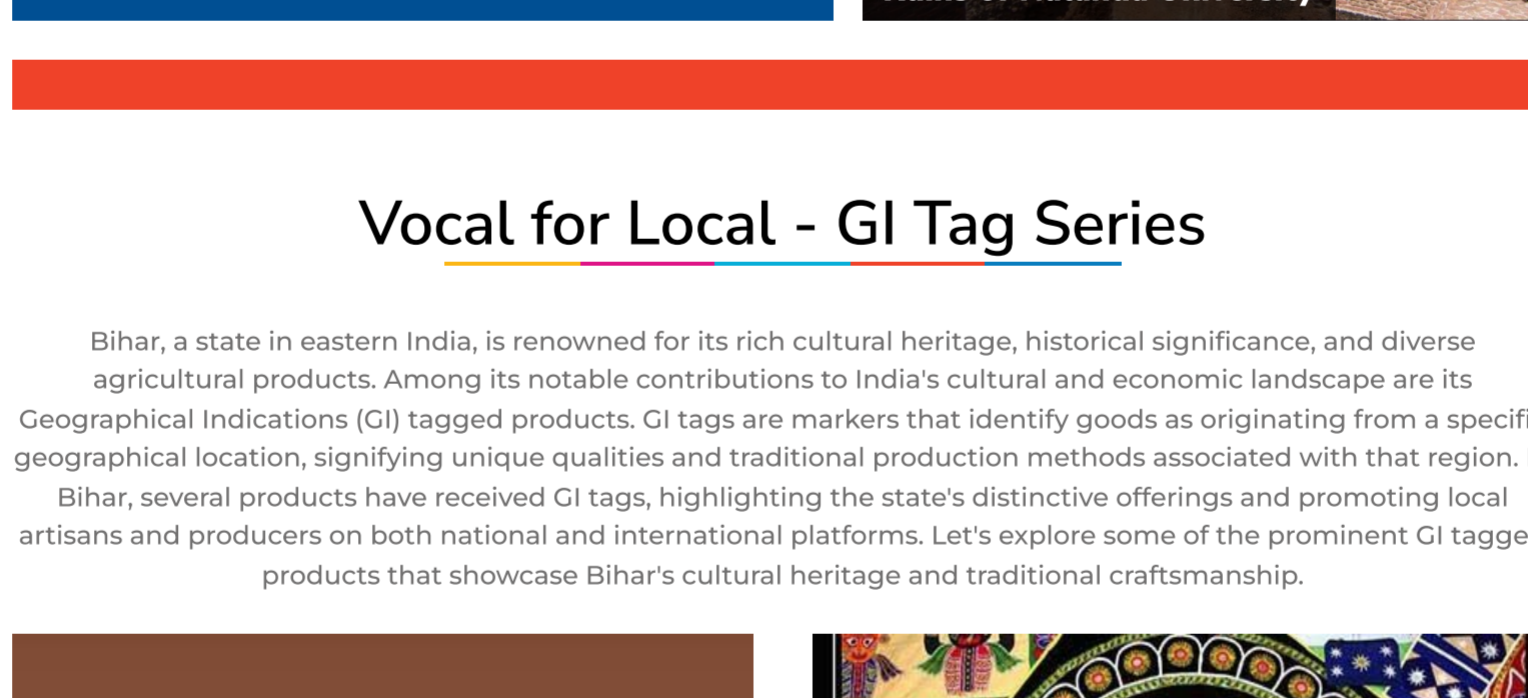
The Bihar Eco Adventure Camp is a groundbreaking endeavor dedicated to develop eco-tourism, rural tourism and adventure tourism while emphasizing environmental preservation. The comprehensive approach aims to not only showcase Bihar's hidden gems of geographical, historical and religious importance but also to empower local villagers by creating income-generating opportunities. By encouraging visitors to explore these lesser-known destinations, we contribute to the preservation of the region's rich heritage while promoting sustainable practices.

Furthermore, the initiative plays a crucial role in conserving local biodiversity by engaging communities in the protection of their natural resources. Through collaborative efforts, it strives to ensure that these valuable ecosystems remain intact for future generations. By providing villagers with avenues for sustainable livelihoods, they empower them to take ownership of their environment while fostering a sense of pride in their cultural heritage. This journey explores, conserve and empower Bihar's natural and cultural treasures, paving the way for responsible tourism and sustainable development.



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### Hostel Osara

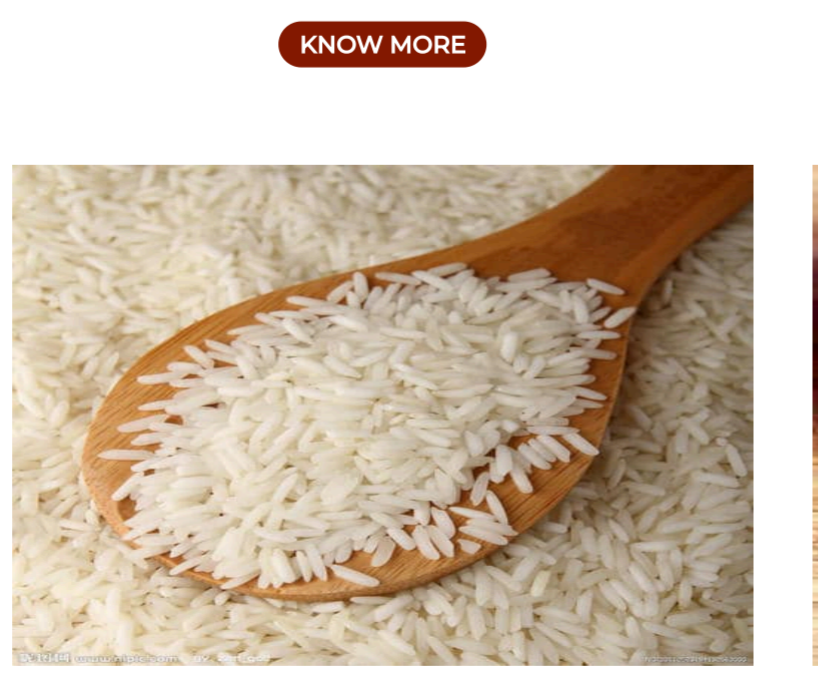


Hostel Osara is more than just a hostel. It's a vibrant traveler and art community deeply rooted in the ethos of minimalism. The philosophy revolves around viewing travel as a spiritual odyssey, where each step is a mindful exploration of the world around us. With a dedicated team committed to ensuring a memorable stay, we provide a platform for travelers to connect with like-minded individuals from around the globe, developing friendships that transcend borders and cultures.

Hostel Osara, offers a range of unique experiences designed to enhance the journey. From renting bicycles to explore the historic sites of Both Gaya at own pace, to camping amidst serene nature under the starlit sky, every moment is an opportunity for adventure and introspection. The camping experiences not only offer a peaceful escape into nature but also develop camaraderie through shared meals and the simple joy of sleeping under the open sky. Whether you're seeking solitude, adventure, or community, Hostel Osara promises an exhilarating experience that goes beyond accommodation.

## Travel for LIFE Destinations of Bihar

### Gaya



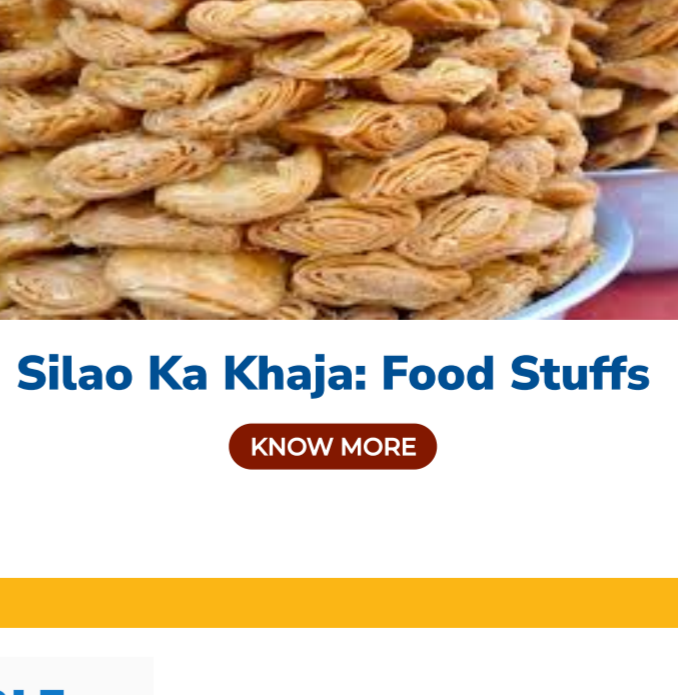
Mahabodhi Temple

Gaya, a city in Bihar, holds immense religious significance, particularly for Buddhists and Hindus alike. Home to the famous Mahabodhi Temple, it is believed to be the place where Buddha attained enlightenment. Pilgrims flock to Gaya to perform rituals for their ancestors and seek spiritual solace along the banks of the Falgu River.

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### Nalanda

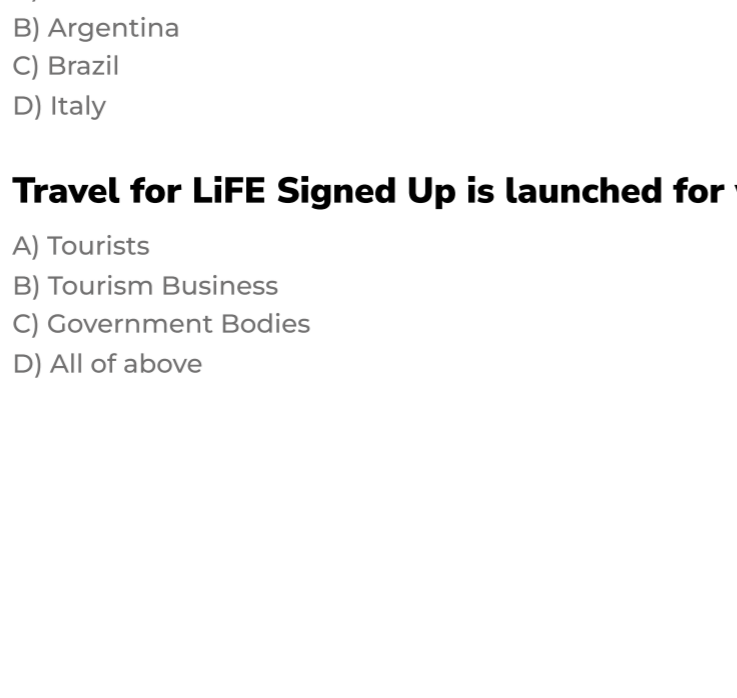
Nalanda, situated in Bihar, is renowned for its ancient Nalanda University, a center of learning and scholarship in the ancient world. Founded around the 5th century CE, it attracted scholars from across the globe to study various disciplines. Today, visitors can explore the ruins of this prestigious institution, marveling at its historical and architectural significance.



Ruins of Nalanda University

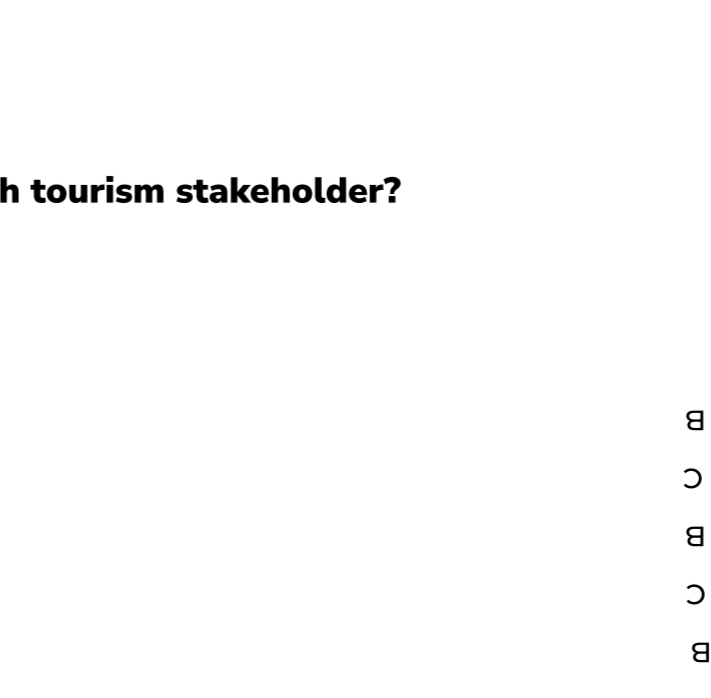
## Vocal for Local - GI Tag Series

Bihar, a state in eastern India, is renowned for its rich cultural heritage, historical significance, and diverse agricultural products. Among its notable contributions to India's cultural and economic landscape are its Geographical Indications (GI) tagged products. GI tags are markers that identify goods as originating from a specific geographical location, signifying unique qualities and traditional production methods associated with that region. In Bihar, several products have received GI tags, highlighting the state's distinctive offerings and promoting local artisans and producers on both national and international platforms. Let's explore some of the prominent GI tagged products that showcase Bihar's cultural heritage and traditional craftsmanship.



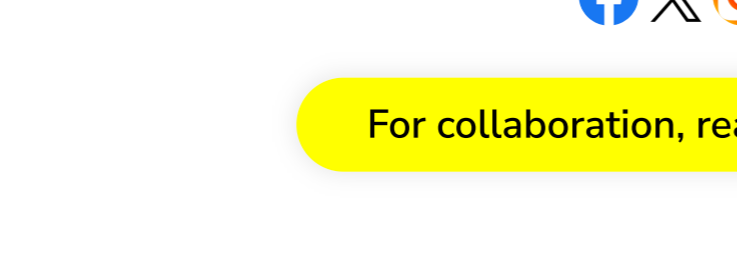
Madhubani Paintings: Handicraft

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Applique (Khatwa): Handicraft

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Sujani Embroidery: Handicraft

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Sikki Grass Products: Handicraft

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Bhagalpur Silk: Handicraft

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Bhagalpuri Zardalu: Agricultural

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Katarni Rice: Agricultural

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Magahi Paan: Agricultural

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Shahi Litchi: Agricultural

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Silao Ka Khaja: Food Stuffs

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## SUSTAINABLE TOURISM TRIVIA

Which state leads in the number of sign-ups for the Travel for LIFE initiative?

- A) Kerala
- B) Maharashtra
- C) Goa
- D) Rajasthan

How many applications were submitted for the Travel for LIFE Case Study Competition?

- A) 288
- B) 346
- C) 377
- D) 561

What are the three categories in which destinations and businesses can receive Travel for LIFE Certification?

- A) Platinum, Gold, Silver
- B) Bronze, Silver, Gold
- C) Green, Eco, Sustainable
- D) Basic, Intermediate, Advanced

In which country, the 2024 G20 is being held?

- A) France
- B) Argentina
- C) Brazil
- D) Italy

Travel for LIFE Signed Up is launched for which tourism stakeholder?

- A) Tourists
- B) Tourism Business
- C) Government Bodies
- D) All of above

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ANSWER

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